



PREFERRED FUTURES: TECHNOLOGY, MOBILITY, AND CONSUMER EXPERIENCES.





TEXACO



WASHING

LUBRICATION

AIR

TEXACO MOTOR OIL
TEXACO MOTOR OIL
TEXACO MOTOR OIL
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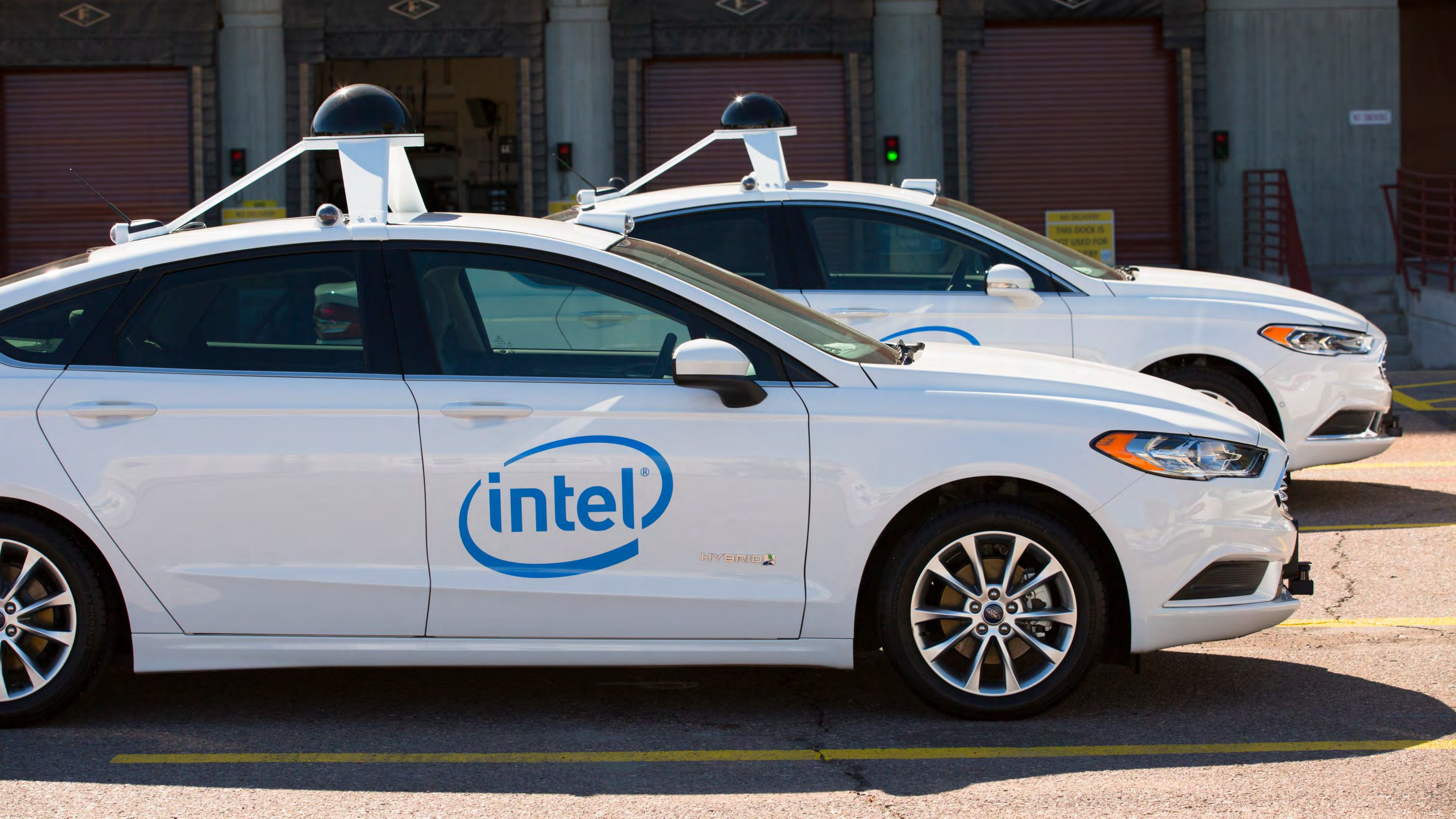
TEXACO FIRE-CHIEF
GASOLINE
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TEXACO FIRE-CHIEF
GASOLINE

LADIES









1 Big picture.

A VISION FOR AMERICAN MOBILITY IN 2030



Evolving city shapes.



—
B going to A.



New business models.

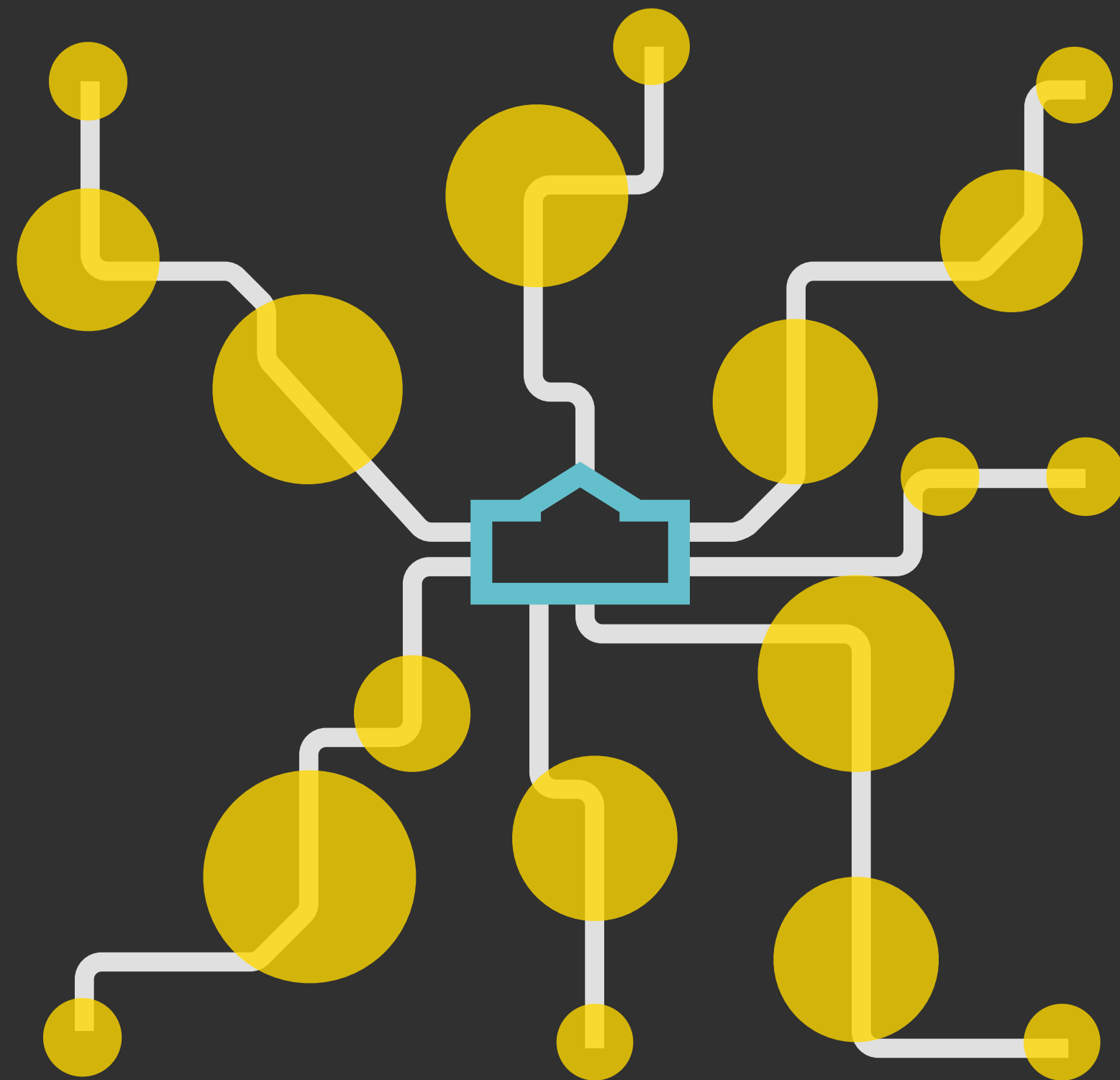


2 New vehicles.

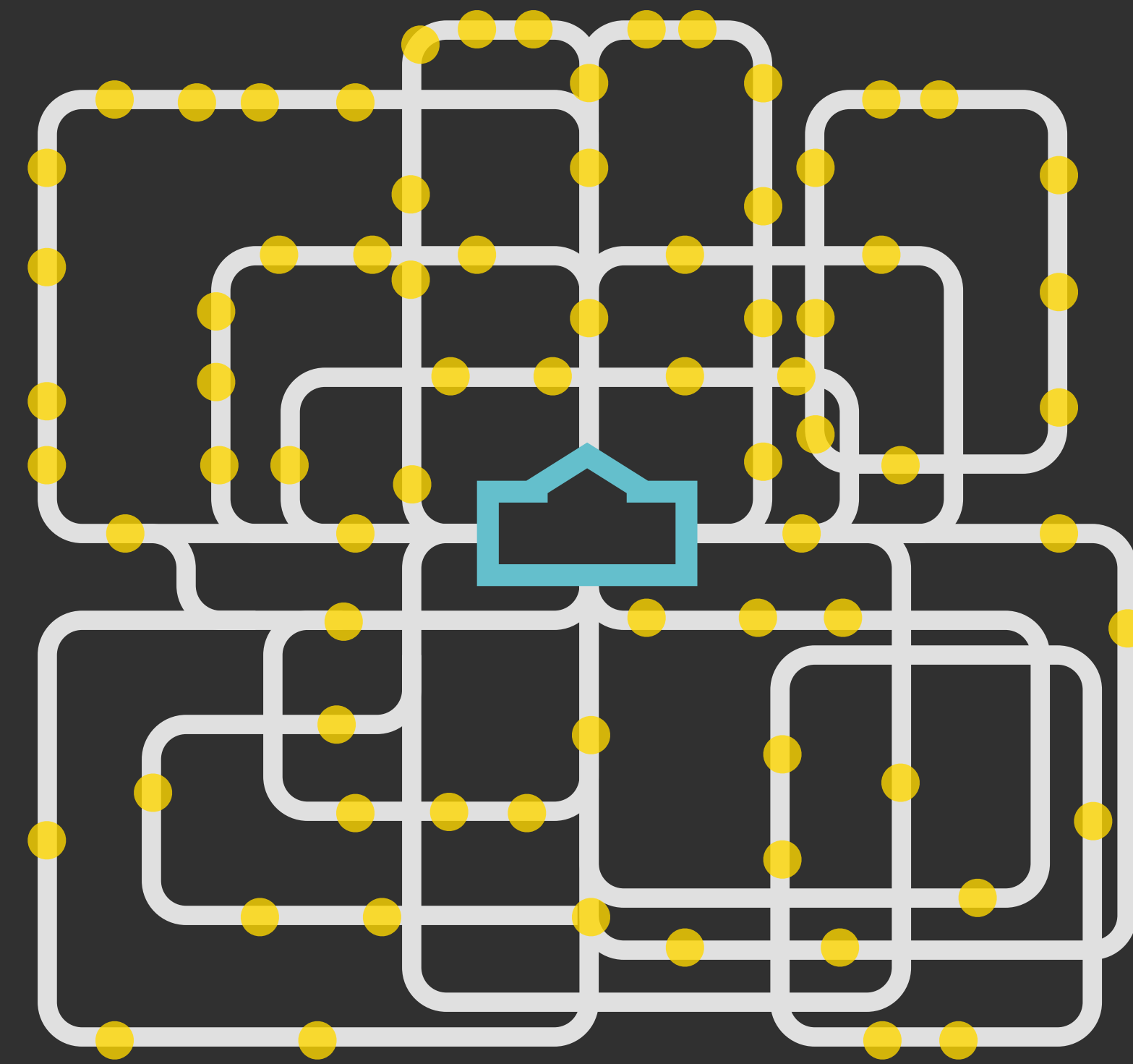
SCHOOL TRANSPORTATION IN THE AGE OF AUTONOMY

НАЛНАН

TODAY
HUB & SPOKE



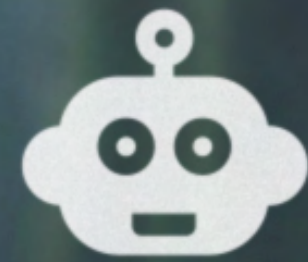
TOMORROW
POINT TO POINT





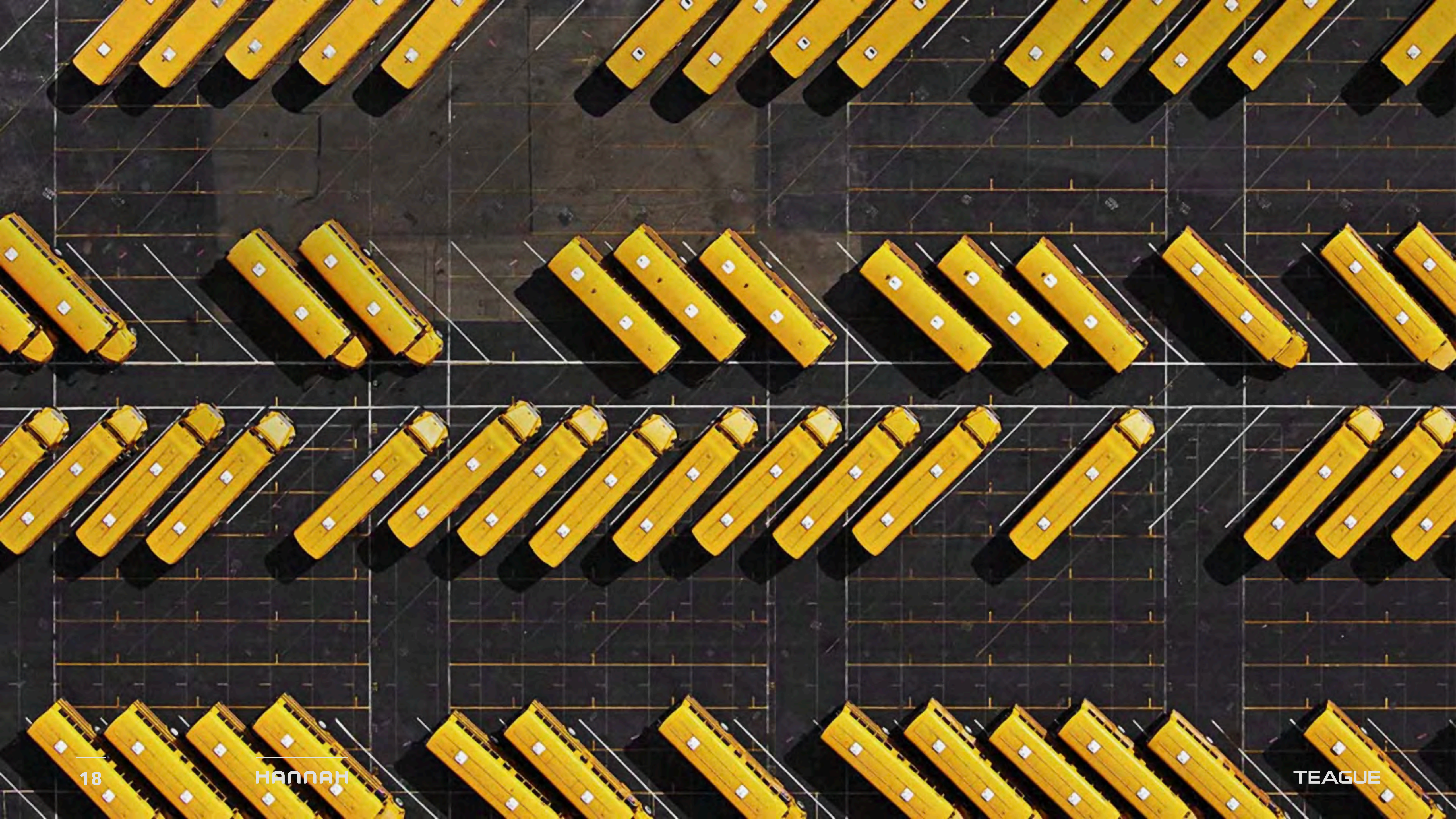


Hi Kiara,



You have Robotics Club in
Room 9, so you're not riding
with me right now.

HANNAH









3 Rideshare UX.

PROTOTYPING NEW SOLUTIONS FOR MOBILITY AS A SERVICE DRIVERS AND PASSENGERS

Thank
you.

